



ECONOMIC IMPACT ANALYSIS UPDATE, ORO-MEDONTE, ONTARIO

PREPARED FOR BURL'S CREEK EVENT GROUND INC.

November 25, 2015

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Burl's Creek Event Ground Inc.
C/O Mr. Ryan Howes
180 Line 8 S
Oro-Medonte, Ontario
L0L 2X0

Dear Mr. Howes:

RE: Economic Impact Analysis Update, Oro-Medonte, Ontario

urbanMetrics inc. ("urbanMetrics") is pleased to submit this Economic Impact Analysis, prepared on behalf of Burl's Creek Event Ground Inc. ("Burl's Creek"), in support of your pending planning application for lands located in the Township of Oro-Medonte and Simcoe County. The analysis and appendices contained herein provide an update to the research findings outlined in our original report of March 2015 with respect to the key economic impacts generated by major events at the Burl's Creek Event Ground in 2015, including the WayHome Music & Arts Festival and the Boot and Hearts Country Festival.

The primary purpose of this analysis has been to evaluate the economic impacts and community benefits derived from these events, taking into account the detailed visitor spending information collected by Republic Live and RMCG Inc. ("RMCG") as a part of a post-event survey research program. In particular, the results of our analysis highlight a number of specific economic impacts and benefits that these events have had on the community at-large, including the financial and employment uplift resulting from recent and planned capital investments, ongoing operational expenditures, and visitor spending associated with the events hosted at the Burl's Creek Event Ground in 2015.

It has been a pleasure conducting this assignment on behalf of Burl's Creek Event Ground Inc. We look forward to discussing our results with you in the days ahead.

Yours truly,
urbanMetrics inc.



Peter Thoma, MCIP, CIP, PLE
Partner



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Associate Partner

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1 Introduction

1.1 BACKGROUND

Burl's Creek currently owns a total of some 230.6 hectares (569.8 acres) of land located on the south side of Highway 11 between Line 7 South and Line 9 South in the Township of Oro-Medonte. The current and intended use of these lands is to serve as the host site for a variety of ongoing/planned cultural events, including a number of prominent music and arts festivals, flea markets, farmers markets, camping, among various other sports and recreational activities.

Additional background information relating to the current and proposed land use planning policy framework and how it relates to the subject application has been provided in the accompanying Planning Justification Report prepared by Innovative Planning Solutions.

1.2 PURPOSE

urbanMetrics inc. ("urbanMetrics") has been retained by Burl's Creek to provide an independent economic impact analysis of their capital investment program, ongoing operational expenditures and visitor spending relating to the cultural events that have taken place in 2015, with a particular focus on the WayHome Music & Arts Festival ("WayHome") and the Boot & Hearts Country Festival ("Boots & Hearts").

The following report provides a high level summary of our economic impact approach and key research findings.

2 Economic Impact Approach

The quantitative economic impacts of recent and ongoing/planned expenditures generated by the major events at the Burl's Creek Event Ground in 2015 have been estimated using an econometric model, which simulates the flow of expenditures through the economy. This model is designed to provide a reliable measure of the impact of these expenditures on job creation, incomes, gross economic output, and taxes and other government revenues.

The main steps in running an economic impact model are: (a) compiling the input spending data; (b) assembling the data to ensure all expenses are accounted for and divided into appropriate categories; (c) testing against expected results; and (d) running the finalized version of the model. The data gathering stage of our analysis involved corresponding directly with the Burl's Creek management team to review expenditures and to confirm assumptions made by urbanMetrics, including a review of recent survey research that was undertaken following both the WayHome and Boots & Hearts events this year.

The capital and operating expenditure data considered in our analysis have been provided by Burl's Creek, based on individual project budgets for major events scheduled in 2015. As summarized in the following section of this report, the initial capital investment associated with the redevelopment of the subject lands for events scheduled in 2015 amounted to some **\$10 million**. Similarly, the total annual operating costs associated with running these events and maintaining the event grounds have been estimated at approximately **\$600,000** per year.

In addition to this capital and operating investment, the proposed events hosted at the Burl's Creek Event Ground attracted thousands of participants from across the Province of Ontario and beyond. In particular, we note that some 29,000 tourists paid to attend the WayHome Music & Arts Festival and some 39,000 tourists paid to attend the Boots and Hearts Country Festival¹. The spending by these participants alone has been estimated at some **\$25.7 million** and includes purchases relating to travel and transportation, accommodation, food and beverages, as well as other types of retail.

2.1 ECONOMIC IMPACT MODEL

The economic impacts of capital and operating investments, as well as visitor and business spending related to the proposed events on the subject lands, have been measured at the local (i.e., Simcoe County) and provincial (Ontario) levels, through the use of the Ontario Ministry of Tourism, Culture and Sport's Tourism Regional Economic Impact Model (TREIM). This model is based on input-output tables produced by Statistics Canada, which mirror the structure of the economy through the depiction of transactions (i.e., sales and purchases) made among and between different industry sectors of the economy.

Provincial and local impacts have been determined using Burl's Creek expenditure data relating to both the initial development and ongoing operational and maintenance costs associated with planned events on the subject lands, as well as for visitor spending at two of the single largest events that have taken place on the event grounds this year. These expenditure inputs have been analyzed using the TREIM model in order to generate the following specific economic impacts:

- Gross Output / Gross Domestic Product (GDP);

¹ Represents the estimated paid attendance by tourists that travelled more than 40 kilometres to the event grounds, whereas the total paid attendance at these events—including local residents—has been estimated at some 31,200 and 43,300 persons for WayHome and Boots & Hearts, respectively. Total overall attendance (paid and complementary), including guests, artists, staff and volunteers has been estimated at some 34,000 and 45,000, respectively.

- Employment;
- Labour Income; and,
- Revenues to the Three Levels of Government.

The TREIM model considers the **direct impact of spending** by both Burl's Creek and local visitors/tourists, as well as the **indirect and induced impacts** that are spread more broadly across the Province. The indirect and induced impacts represent the additional spin-off benefits that will be realized throughout Ontario, as initial expenditures filter through the economy.

2.2 QUANTITATIVE ESTIMATION OF ECONOMIC IMPACTS

Estimating the economic impacts of one-time capital and ongoing operational investments, such as those considered in this analysis, involves modelling the direct, indirect, and induced impacts of initial investments or spending on different spatial scales. Specifically, this involves the estimation of economic multipliers that measure the marginal impact of expenditures on gross output, employment, labour income and accrued taxes.

This analysis involved two primary stages, as described below.

● Stage 1 – Data Acquisition

The accuracy of the economic impact modeling is dependent upon the detail of expenditure data provided by Burl's Creek. Most expenditures by this organization were made within Ontario and economic impact multipliers have been calculated on a local and provincial basis. The components of these multipliers are discussed below in relation to Stage 2 of the modeling process.

● Stage 2 – Estimation of Economic Impacts

urbanMetrics inc. has relied on the Province of Ontario's TREIM to estimate the total impact of expenditures on an aggregate and industry-specific basis. For the purposes of this analysis, the model has been calibrated to estimate economic impacts on the Simcoe County economy, as well as on the broader Ontario economy.

The basic principle of the model is the concept that each dollar of expenditure on goods and/or services purchased from a given industry sector circulates and re-circulates within the economy, thereby multiplying the effects of the original expenditure. This process is commonly referred to as the multiplier effect. An estimated multiplier for Burl's Creek expenditures has three distinct components:

- *Direct Impacts* represent the initial capital and operating investments made by Burl's Creek associated with the redevelopment of the subject lands for events scheduled in 2015 and beyond. These expenditures include the purchase of labour, equipment, other infrastructure, and related services. In the case of visitor spending, this refers to the impact generated by providing goods and/or services directly to travelers (e.g., accommodations, restaurants, transportation).
- *Indirect Impacts* represent the subsequent purchases by suppliers required to produce the goods and services related to the original Burl's Creek expenditures, or the initial spending by visitors in the area.

- *Induced Impacts* result when workers employed in the sectors stimulated by initial and indirect expenditures spend portions of their incomes on consumer goods and services.

Direct, indirect and induced impacts are estimated in terms of the following measures:

- **Gross Output / Gross Domestic Product (GDP)** – a measure of total sales throughout the economy in questions, as a result of an initial expenditure on goods and/or services produced by an industry.
- **Employment** – total number of jobs generated by direct, indirect and induced expenditures, including full-time, part-time, seasonal employment. The employment figures generated by the model also represent both employed and self-employed jobs.
- **Labour Income** – total value of wages, salaries and benefits received by employees associated with direct, indirect and induced expenditures.
- **Government Revenues** – revenues accruing to federal, provincial and local jurisdictions as a result of direct, indirect and induced expenditures. Revenue categories include personal and corporate income tax, sales taxes (e.g., HST), property taxes and other miscellaneous taxes, tariffs and fees.

Appendix A at the end of this document provides more detailed background information and definitions of terms, based on the Ministry of Tourism, Culture and Sport TREIM.

3 Economic Impact Model Inputs

The following section provides an overview of the one-time capital investment, ongoing operating costs, and visitor spending associated with the events scheduled in 2015 on the Burl's Creek Event Ground. The data presented herein have served as the main inputs to our economic impact analysis and are based primarily on financial and budget information provided by Burl's Creek, as well as more recent survey research relating specifically to the WayHome and Boots & Hearts festivals.

As noted in the previous section, the first step in analyzing the economic impacts of Burl's Creek recent investments has been to review available financial information and to allocate expenditures by appropriate industry categories. Based on the capital and operating cost information provided, we have relied primarily on the basic assumptions built into the economic impact model provided by the Ministry of Tourism, Culture and Sport's TREIM. Based on our professional experience with this type of Input-Output economic model, these expenditures have likely been allocated primarily to the *Arts, Entertainment and Recreation* industry sector (NAICS Group 71), which is defined as comprising establishments "primarily engaged in operating facilities or providing services to meet the cultural, entertainment and recreational interests of their patrons".

3.1 CAPITAL COSTS (ONE-TIME CAPITAL INVESTMENT)

Burl's Creek one-time **capital investments have been estimated at some \$10 million** for 2015. This investment relates specifically to all labour, trade, material and equipment expenditures made by Burl's Creek as part of the redevelopment of the subject lands to accommodate the events that have already taken place in 2015, as well as those planned for coming years.

3.2 OPERATING COSTS (ONGOING ANNUAL EXPENDITURES)

Burl's Creek forecast **annual operating costs have been estimated at some \$600,000 per year**. This represents the average recurring costs required to operate and maintain the Burl's Creek Event Ground over the long-term, including all events scheduled in 2015 and beyond. As such, the corresponding economic impacts generated by these investments represent the ongoing benefits to the community and region that will recur on an annual basis.

3.3 VISITOR SPENDING (SIMCOE COUNTY)

In addition to the expected capital and operating investments described above, the events hosted on the Burl's Creek Events Ground in 2015 attracted significant visitation from across the province and beyond. In order to model the economic impacts of spending by these visitors in the local area, we have estimated average expenditures per person, based on the data provided by RMCG and collected by Republic Live through post-event online surveys.

Figure 3-1 provides a detailed summary of the assumed average expenditure per person considered in our analysis by major industry category, as well as the total visitor spending collectively generated by both the WayHome Music and Arts Festival and the Boots and Hearts Country Festival (i.e., at approximately 29,000 and 39,000 paid event attendees from outside of Simcoe County², over approximate three and four-day periods, respectively).

² Represents paid tourist attendance only. These attendance estimates exclude local residents (i.e., attendees originating from within 40 kilometres of the event grounds), as well as other selected participants, as described in Section 2.

Figure 3-1: Visitor Spending Summary**WayHome Music & Arts Festival**

INDUSTRY CATEGORY	EXPENDITURES IN ORO-MEDONTE			% OF TOTAL	EXPENDITURES IN SIMCOE COUNTY			% OF TOTAL
	TOTAL	PER PERSON			TOTAL	PER PERSON		
Public Transportation	-	-	-	-	\$ 27,000	\$ 0.93	0.3%	
Private Transportation - Rental	\$ 91,000	\$ 3.13	4.3%	\$ 171,000	\$ 5.88	2.0%		
Private Transportation - Operation	\$ 662,000	\$ 22.77	31.5%	\$ 1,374,000	\$ 47.25	15.8%		
Accommodation	\$ 85,000	\$ 2.92	4.0%	\$ 160,000	\$ 5.50	1.8%		
Food & Beverage (Retail)	\$ 637,000	\$ 21.91	30.3%	\$ 2,248,000	\$ 77.31	25.9%		
Food & Beverage (Service)	\$ 325,000	\$ 11.18	15.5%	\$ 3,015,000	\$ 103.69	34.7%		
Retail - Other	\$ 302,000	\$ 10.39	14.4%	\$ 1,690,000	\$ 58.12	19.5%		
GRAND TOTAL	\$ 2,102,000	\$ 72.29	100.0%	\$ 8,685,000	\$ 298.69	100.0%		

Boots and Hearts Country Festival

INDUSTRY CATEGORY	EXPENDITURES IN ORO-MEDONTE			% OF TOTAL	EXPENDITURES IN SIMCOE COUNTY			% OF TOTAL
	TOTAL	PER PERSON			TOTAL	PER PERSON		
Public Transportation	-	-	-	-	\$ 9,000	\$ 0.23	0.1%	
Private Transportation - Rental	\$ 184,000	\$ 4.76	3.6%	\$ 271,000	\$ 7.02	1.6%		
Private Transportation - Operation	\$ 1,249,000	\$ 32.34	24.2%	\$ 2,430,000	\$ 62.93	14.3%		
Accommodation	\$ 499,000	\$ 12.92	9.7%	\$ 651,000	\$ 16.86	3.8%		
Food & Beverage (Retail)	\$ 1,746,000	\$ 45.21	33.8%	\$ 4,853,000	\$ 125.67	28.5%		
Food & Beverage (Service)	\$ 719,000	\$ 18.62	13.9%	\$ 5,422,000	\$ 140.41	31.9%		
Retail - Other	\$ 771,000	\$ 19.97	14.9%	\$ 3,383,000	\$ 87.61	19.9%		
GRAND TOTAL	\$ 5,168,000	\$ 133.83	100.0%	\$ 17,019,000	\$ 440.72	100.0%		

SOURCE: urbanmetrics inc., based on actual spending information gathered by RMCG Inc. and Republic Live through post-event online surveys.

As shown in Figure 3-1, the WayHome Music & Arts Festival and the Boots & Hearts Country Festival collectively generated total visitor spending in Simcoe County of more than **\$25.7 million** in 2015. Moreover, some **\$7.3 million** (or 28%) of this total spending was concentrated directly within the Township of Oro-Medonte. These expenditures exclude ticket sales relating to the two events and do not include any spending by local residents or “non-tourists”. Based on the survey research data provided for each event, however, it is evident that the majority of attendees at both WayHome and Boots & Hearts originated from beyond the local area (i.e., originating more than 40 kilometres away), including some 93% and 89% of visitors, respectively. Similarly, it is important to note that we have only considered spending within Simcoe County in our analysis (i.e., excluding any related spending by visitors/attendees that was made closer to their place of residence and/or en route to the festivals).

As detailed in Figure 3-1, both the per capita and total expenditures associated with the Boots & Hearts event are generally more significant, based on higher proportion of over-night visitors and longer average visitation period, among other factors.

4 Summary of Economic Impacts

The following figures provide a summary of the economic impacts likely to be generated by the recent and ongoing/planned expenditures associated with the major events scheduled for the subject lands in 2015 and beyond, based on the expenditure information summarized in the previous section.

4.1 CAPITAL COSTS

Figure 4-1 summarizes the various economic impacts likely to be generated by Burl's Creek one-time capital investment of some \$10 million required to prepare the site for the major events scheduled on the subject lands in 2015. These impacts have been summarized at the local (i.e., Simcoe County) and Provincial (Ontario) levels, respectively.

As shown, this initial investment will:

- Generate approximately **±53 full-time years of employment**, of which 40 (76%) will be concentrated in Simcoe County;
- Stimulate some **±\$3.7 million in labour income** within the Province of Ontario;
- Stimulate **±\$5.3 million in total economic output** to the Ontario economy. The majority of this economic growth will accrue in Simcoe County; and,
- Generate total **government revenues of approximately ±\$2.3 million**, including some \$1.2 million federally, \$1.0 million provincially, and \$116,000 to municipal governments.

Figure 4-1: Summary of Economic Impacts – Construction Impacts (One-Time Capital Investment)

	SIMCOE COUNTY	REST OF ONTARIO	GRAND TOTAL (ONTARIO)
Initial Expenditure	\$ 10,000,000	\$ -	\$ 10,000,000
Impact: Gross Output / Gross Domestic Product (GDP)			
Direct	\$ 2,911,000	\$ 189,000	\$ 3,100,000
Indirect	\$ 470,000	\$ 517,000	\$ 987,000
Induced	\$ 727,000	\$ 485,000	\$ 1,212,000
Total	\$ 4,109,000	\$ 1,192,000	\$ 5,301,000
Impact: Employment			
Direct	28	2	30
Indirect	5	6	11
Induced	7	6	13
Total	40	13	53
Impact: Labour Income			
Direct	\$ 2,027,000	\$ 132,000	\$ 2,159,000
Indirect	\$ 340,000	\$ 367,000	\$ 707,000
Induced	\$ 458,000	\$ 334,000	\$ 792,000
Total	\$ 2,825,000	\$ 832,000	\$ 3,657,000
Impact: Total Taxes			
Federal	\$ 968,000	\$ 230,000	\$ 1,198,000
Provincial	\$ 818,000	\$ 179,000	\$ 997,000
Municipal	\$ 113,000	\$ 3,000	\$ 116,000
Total	\$ 1,899,000	\$ 412,000	\$ 2,311,000

SOURCE: urbanmetrics inc., based on the Tourism Regional Economic Impact Model (TREIM) provided by the Province of Ontario's Ministry of Tourism, Culture and Sport (2015). Economic impacts have been rounded to the nearest thousand dollars.

4.2 OPERATING COSTS

Similar to the figure in the previous section, Figure 4-2 summarizes the economic impacts generated by Burl's Creek's expected ongoing expenditures relating to the operation of the subject lands as a major event grounds.

As indicated in Figure 4-2, these ongoing annual investments will:

- Stimulate **±\$705,000 in total economic output** to the Ontario economy annually, with the majority of this growth accruing in Simcoe County;
- Generate a total of some **±13 full-time years of employment** annually, including 12 in Simcoe County;
- Generate some **±\$500,000 in labour income** associated with the aforementioned jobs, almost all of which are located in Simcoe County; and,
- Generate total **government revenues of an estimated ±\$294,000** each year.

Figure 4-2: Summary of Economic Impacts – Operational Impacts (Ongoing Annual Expenditures)

	SIMCOE COUNTY	REST OF ONTARIO	GRAND TOTAL (ONTARIO)
Initial Expenditure	\$ 657,730	\$ -	\$ 657,730
Impact: Gross Output / Gross Domestic Product (GDP)			
<i>Direct</i>	\$ 354,000	\$ -	\$ 354,000
<i>Indirect</i>	\$ 183,000	\$ 22,000	\$ 205,000
<i>Induced</i>	\$ 103,000	\$ 43,000	\$ 146,000
Total	\$ 640,000	\$ 65,000	\$ 705,000
Impact: Employment			
<i>Direct</i>	9	-	9
<i>Indirect</i>	2	-	2
<i>Induced</i>	1	1	2
Total	12	1	13
Impact: Labour Income			
<i>Direct</i>	\$ 258,000	\$ -	\$ 258,000
<i>Indirect</i>	\$ 130,000	\$ 16,000	\$ 146,000
<i>Induced</i>	\$ 64,000	\$ 30,000	\$ 94,000
Total	\$ 451,000	\$ 46,000	\$ 497,000
Impact: Total Taxes			
<i>Federal</i>	\$ 155,000	\$ 13,000	\$ 168,000
<i>Provincial</i>	\$ 102,000	\$ 10,000	\$ 112,000
<i>Municipal</i>	\$ 14,000	\$ -	\$ 14,000
Total	\$ 271,000	\$ 23,000	\$ 294,000

SOURCE: urbanmetrics inc., based on the Tourism Regional Economic Impact Model (TREIM) provided by the Province of Ontario's Ministry of Tourism, Culture and Sport (2015). Economic impacts have been rounded to the nearest thousand dollars.

4.3 VISITOR SPENDING

In addition to quantifying the value of Burl's Creek capital and operating investments, we have also evaluated the expenditure impacts associated with visitor and business spending resulting from a number of the major events hosted at the Burl's Creek Event Grounds in 2015. Specifically, Figure 4-3 summarizes the economic impacts generated by tourism related spending by a total of some 68,000 tourists who paid to attend the WayHome Music and Arts Festival and Boots & Hearts Country Festival this past summer³.

As indicated in Figure 4-3, visitor spending at these events have:

- Stimulated **±\$17.0 million in total economic output** to the Ontario economy, with the majority of this growth accruing in Simcoe County;
- Supported the creation of more than **±274 full-time years of employment** annually, including 218 in Simcoe County;
- Generated **total labour income of ±\$11.1 million**; and,
- Generated total **government revenues of an estimated ±\$8.0 million**.

Although much of the visitor spending and the corresponding economic benefits associated with events scheduled over the 2015 season may be concentrated in larger neighbouring communities within Simcoe County (e.g., Barrie and Orillia, both of which already have an established supply of tourist-oriented businesses and other urban amenities), a significant share of these impacts were also realized directly within the Township of Oro-Medonte. In particular, the various existing retail and service-based establishments already located in the vicinity of the Burl's Creek Events Ground likely benefited significantly from the increased visitation and consumer spending generated by these events. As itemized in the previous section, for example, visitor spending within Oro-Medonte specifically has been estimated at some \$7.3 million, based on the post-event survey research provided by RMCG. Similarly, the actual on-site employment generated on the Burl's Creek grounds as a result of the two main events includes some 10-15 permanent jobs and a total of approximately 600 seasonal jobs, based on information provided by the Burl's Creek management team.

As discussed in the following section of this report, there could also be additional opportunities to develop new businesses in the surrounding community over the long-term, which would be supported directly by similar major tourist activities on the Burl's Creek Event Ground in coming years, if permitted by the municipality.

Moreover, we note that the key economic impacts outlined above relate exclusively to the local and associated regional spin-off benefits derived from visitor spending at the WayHome Music & Arts Festival and the Boots & Hearts Country Festival in 2015. As such, we note that the recurring benefits from tourist spending at other similar and/or repeat events throughout the balance of 2015 and in subsequent years could be even more significant than modelled in our analysis.

³ Represents paid tourist attendance only. These attendance estimates exclude local residents (i.e., attendees originating from within 40 kilometres of the event grounds), as well as other selected participants, as described in Section 2.

Figure 4-3: Summary of Economic Impacts – Visitor Spending (2015)

	ORO-MEDONTE		WAYHOME		BOOTS & HEARTS		GRAND TOTAL	
	ORO-MEDONTE	SIMCOE	ORO-MEDONTE	ONTARIO	ORO-MEDONTE	SIMCOE	ORO-MEDONTE	ONTARIO
Initial Expenditure								
Impact: Gross Output / Gross Domestic Product (GDP)	\$ 2,102,000	\$ 8,685,000	\$ 5,168,000	\$ 17,019,000	\$ 17,019,000	\$ 17,019,000	\$ 7,270,000	\$ 25,704,000
Direct	\$ 583,000	\$ 2,730,000	\$ 1,515,000	\$ 5,316,000	\$ 5,316,000	\$ 5,316,000	\$ 2,098,000	\$ 8,046,000
Indirect	\$ 218,000	\$ 851,000	\$ 530,000	\$ 1,667,000	\$ 1,667,000	\$ 3,734,000	\$ 748,000	\$ 2,518,000
Induced	\$ 129,000	\$ 592,000	\$ 344,000	\$ 1,169,000	\$ 2,212,000	\$ 2,212,000	\$ 473,000	\$ 1,761,000
Total	\$ 930,000	\$ 4,173,000	\$ 2,389,000	\$ 8,152,000	\$ 8,152,000	\$ 11,262,000	\$ 3,319,000	\$ 12,325,000
Impact: Employment								
Direct	10	59	26	113	113	113	36	172
Indirect	2	9	6	19	19	44	8	66
Induced	1	6	3	12	12	24	4	36
Total	13	74	54	144	144	181	37	274
Impact: Labour Income								
Direct	\$ 328,000	\$ 1,691,000	\$ 889,000	\$ 3,315,000	\$ 3,315,000	\$ 3,315,000	\$ 1,217,000	\$ 5,006,000
Indirect	\$ 150,000	\$ 582,000	\$ 364,000	\$ 1,139,000	\$ 2,593,000	\$ 2,593,000	\$ 514,000	\$ 1,721,000
Induced	\$ 81,000	\$ 366,000	\$ 215,000	\$ 723,000	\$ 1,430,000	\$ 1,430,000	\$ 296,000	\$ 1,089,000
Total	\$ 559,000	\$ 2,639,000	\$ 1,468,000	\$ 5,177,000	\$ 7,338,000	\$ 7,338,000	\$ 2,027,000	\$ 7,816,000
Impact: Total Taxes								
Federal	\$ 248,000	\$ 1,201,000	\$ 629,000	\$ 2,321,000	\$ 2,321,000	\$ 2,321,000	\$ 877,000	\$ 3,522,000
Provincial	\$ 217,000	\$ 959,000	\$ 540,000	\$ 1,859,000	\$ 2,330,000	\$ 2,330,000	\$ 757,000	\$ 2,818,000
Municipal	\$ 2,000	\$ 10,000	\$ 6,000	\$ 19,000	\$ 28,000	\$ 28,000	\$ 8,000	\$ 29,000
Total	\$ 467,000	\$ 2,169,000	\$ 1,176,000	\$ 4,200,000	\$ 5,286,000	\$ 5,286,000	\$ 1,643,000	\$ 6,369,000

SOURCE: urbanmetrics inc., based on the Tourism Regional Economic Impact Model (TREIM) provided by the Province of Ontario's Ministry of Tourism, Culture and Sport (2015). Economic impacts have been rounded to the nearest thousand dollars. Data for Oro-Medonte represent the County-wide economic impacts generated by expenditures made by visitors directly within the Township.

4.4 LONG-TERM ECONOMIC IMPACTS

As noted in the previous section, it is important to note that—in the event the subject lands are ultimately approved and established as a more permanent event grounds—the economic benefits generated by major cultural and sporting events hosted in Oro-Medonte and Simcoe County could be even more significant over the long-term. Although difficult to quantify at this time, this type of more regular and frequent event programming would create a variety of spin-off benefits and opportunities to develop new retail and service-based commercial and accommodation facilities in and around the event grounds to serve local visitors and tourists.

Whereas the economic impacts highlighted in the previous sections of this report related primarily to major events hosted at Burl's Creek in 2015, the following provides a brief summary of some of the potential longer-term benefits associated with the continued operation of the event grounds.

In the absence of this type of permanent event ground and corresponding land use permissions for a wider range of more regular tourist events, these spin-off benefits and opportunities for new investment in Oro-Medonte will not be fully realized over the long-term.

- **Opportunity for New Businesses**

Additional complimentary businesses will likely be established as a result of the long-term operation of Burl's Creek Event Grounds, including businesses associated with the various visitor spending categories identified earlier (e.g., restaurants, convenience and speciality food stores, retail stores selling complimentary consumer goods such as clothing and outdoor supplies, and places of accommodation such as hotels and bed and breakfasts). These complimentary businesses could directly serve to revitalize the section of Highway 11 known as "Gasoline Alley", where they would be ideally situated to serve the needs of Oro-Medonte residents, as well as residents/visitors who regularly utilize Highway 11 when traveling between Barrie and Orillia.

- **Recurring/Repeat Events**

Based on the results of the analysis presented in Sections 4.2 and 4.3 of this report, the continued operation of the Burl's Creek Event Grounds is expected to generate significant economic benefits to the local community and the broader regional economy on a recurring annual basis. In particular, we note that the impacts of both forecast operating expenditures and visitor spending will continue to generate new economic benefits for the community each year. As summarized in Figures 4-2 and 4-3, for example, the combined impacts of these recurring investments could sustain a total employment of some 274 jobs every year, including almost 80% in Simcoe County. It is also important to note that the job creation estimates generated by this type of economic impact model are presented in terms of *full-time, full-years* of employment, meaning that one job identified represents the equivalent of one person working full-time for the duration of one year. As such, the actual number of individuals employed as a result of these ongoing investments could ultimately be much higher.

- **Additional/New Events**

The establishment of the subject lands as a permanent event grounds could lead to additional events in the future, which would further enhance the above benefits to the community. Specifically, an additional event similar to the music and arts festivals held in 2015, with some 35,000 in overall paid attendance⁴, would produce an additional \$11.2 million in visitor spending annually in Simcoe County. The estimated tourist spending and economic impacts generated by such an event have been detailed in Figures 4-4 and 4-5, respectively.

⁴ Based on past events, this event would likely include some 31,100 paid attendees who are tourists, originating from more than 40 kilometres away.

Figure 4-4: Estimated Tourist Spending for Additional Event

INDUSTRY CATEGORY	EXPENDITURES IN SIMCOE COUNTY		% OF TOTAL
	TOTAL	PER PERSON	
Public Transportation	\$ 18,000	\$ 0.51	0.2%
Private Transportation - Rental	\$ 197,000	\$ 5.63	1.8%
Private Transportation - Operation	\$ 1,676,000	\$ 47.89	14.9%
Accommodation	\$ 339,000	\$ 9.69	3.0%
Food & Beverage (Retail)	\$ 3,084,000	\$ 88.11	27.4%
Food & Beverage (Service)	\$ 3,713,000	\$ 106.09	33.0%
Retail - Other	\$ 2,216,000	\$ 63.31	19.7%
GRAND TOTAL	\$ 11,243,000	\$ 321.23	100.0%

SOURCE: urbanMetrics inc., based on an assumed attendance of 31,000 paid tourists and the average distribution of tourist spending per person at events in 2015, as detailed in Figure 3-1.

Figure 4-5: Economic Impacts for Additional Event

	SIMCOE	ONTARIO
Initial Expenditure	\$ 11,243,000	\$ 11,243,000
Impact: Gross Output / Gross Domestic Product (GDP)		
<i>Direct</i>	\$ 3,521,000	\$ 3,521,000
<i>Indirect</i>	\$ 1,101,000	\$ 2,470,000
<i>Induced</i>	\$ 770,000	\$ 1,459,000
Total	\$ 5,393,000	\$ 7,450,000
Impact: Employment		
<i>Direct</i>	75	75
<i>Indirect</i>	12	29
<i>Induced</i>	8	16
Total	95	119
Impact: Labour Income		
<i>Direct</i>	\$ 2,190,000	\$ 2,190,000
<i>Indirect</i>	\$ 753,000	\$ 1,716,000
<i>Induced</i>	\$ 476,000	\$ 943,000
Total	\$ 3,419,000	\$ 4,849,000
Impact: Total Taxes		
<i>Federal</i>	\$ 1,542,000	\$ 1,944,000
<i>Provincial</i>	\$ 1,234,000	\$ 1,545,000
<i>Municipal</i>	\$ 13,000	\$ 18,000
Total	\$ 2,788,000	\$ 3,507,000

SOURCE: urbanMetrics inc., based on the Tourism Regional Economic Impact Model (TREIM) provided by the Province of Ontario's Ministry of Tourism, Culture and Sport (2015). Economic impacts have been rounded to the nearest thousand dollars.

Appendix A – Background and Definition of Terms

Gross Domestic Product (GDP): value of goods and services produced by labour and capital located within a country (or region), regardless of nationality of labour or ownership. This GDP is measured at market prices. Tourism GDP refers to the GDP generated in those businesses that directly produce or provide goods and services for travelers.

Direct impact: refers to the impact generated in businesses or sectors that produce or provide goods and services directly to travelers, e.g. accommodations, restaurants, recreations, travel agents, transportation and retail enterprises etc. Direct impact on GDP, employment and tax revenues is also called tourism GDP, tourism employment and tourism tax revenues.

Indirect impact: refers to the impact resulting from the expansion of demand from businesses or sectors directly produce or provide goods and services to travelers, to other businesses or sectors.

Induced impact: refers to the impact associated with the re-spending of labour income and /or profits earned in the industries that serve travelers directly and indirectly.

Employment: refers to number of jobs, include full-time, part-time, seasonal employment, as well as both employed and self-employed.

Federal tax revenues: include personal income tax, corporate income tax, commodity tax (GST/HST, gas tax, excise tax, excise duty, air tax and trading profits) and payroll deduction that collected by the federal government.

Provincial tax revenues: include personal income tax, corporate income tax, commodity tax (PST/HST, gas tax, liquor gallonage tax, amusement tax and trading profits) and employer health tax that collected by Ontario provincial government.

Municipal tax revenues: include business and personal property taxes that collected by the municipalities. Collection, however, does not follow immediately the consumption or production of goods and services in a municipality by visitors (as is the case with HST or personal income taxes). Rather, these taxes show the percent of the total property taxes collected by a municipality that can be attributed to tourism because of tourism's contribution to the economic activity of the municipality and hence its tax base.

Industry: The industry follows Statistics Canada's 2007 North America Industry Classification System (NAICS) Input-Output small aggregation industry classification.

SOURCE: Ontario Ministry of Tourism, Culture and Sport – Tourism Regional Economic Impact Model (TREIM).